

Event: News conference announcing Fed Up.

Order of speakers:

1. Strickland
2. Laurenzi
3. Weirich
4. Rallings
5. Bonner

- Welcome/introductions
- Lobbying for **stiffer sentences for violent crime**
is a priority of our crime plan. Successfully passed
two bills that are doing that. “New laws to give
teeth for us to go after violent criminals.”
- Recognize Mark Norris
- This law allows us to launch the **Fed Up** campaign
– explain the double entendre. 1) We’re fed up, 2)
We’re looking to prosecute with the feds, which
ups your time

- Campaign has worked in the past, reference U of M study
- Recognize Howard and Beverly Robertson of Trust Marketing, suggest reporters talk to him after or for follow-ups on how it was developed.
- Recognize our media partners.
- Recognize it's part of OSC plan, Bill Gibbons
- Also, we're strengthening our partnership with Weirich/Laurenzi offices, to **seek federal prosecution** of our most violent criminals
- Hand over to Laurenzi